A3385-3.3-4
5/86

FAS-FAX:
Canadian Newspapers

Circulation averages for six months ended March 31, 1986

Daily Newspapers

Preliminary figures as filed with:

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60195

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1986 ABC estimates reported for the first time in this FAS-FAX report. The same figures will also be reported in March 31, 1986 Publisher's Stsatmeents and Audit Reports. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).

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Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1986.

ALBERTA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
CALGARY (CEN. DIV. 6)		240,500			160,200			400,700			
HERALD	M (M-TH & SAT)		116,760	48.55		16,615	10.37		133,375	135,497	142,284
HERALD	FRI M		156,839	65.21		24,373	15.21		181,212	183,193	186,753
HERALD	SUN		96,755	40.23		13,245	8.27		110,000	111,338	114,165
SUN	M (M-F)		62,437	25.96		9,508	5.94		71,945	73,616	72,253
SUN	SUN		70,869	29.47		12,965	8.09		83,834	86,706	82,958
EDMONTON (CEN. DIV. 11)		227,400			254,000			481,400			
JOURNAL	M (M-TH & SAT)		124,028	54.54		46,841	18.44		170,869	174,734	171,753
JOURNAL	FRI M		144,021	63.33		66,257	26.09		210,278	214,149	217,134
JOURNAL	SUN		112,586	49.51		39,222	15.44		151,808	154,435	147,232
EDMONTON (CEN. DIV. 11)		260,800#						260,800			
SUN	M (M-F)	#	70,797	27.15					70,797	84,516	77,843
SUN	SUN	#	97,545	37.40					97,545	115,862	105,534
FORT McMURRAY (CEN. DIV. 12)		13,100@						13,100			
TODAY	E (M-TH)	@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TODAY	FRI E	@		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
GRANDE PRAIRIE (CEN. DIV. 15)		9,400			24,600			34,000			
HERALD-TRIBUNE	E (M-TH)		5,980	63.62		2,452	9.97		8,432	8,538	8,039
HERALD-TRIBUNE	FRI E		8,153	86.73		2,949	11.99		11,102	11,250	10,388
LETHBRIDGE (CEN. DIV. 2)		22,100			34,900			57,000			
HERALD	E		15,550	70.36		11,361	32.55		26,911	27,131	27,753
MEDICINE HAT (CEN. DIV. 1)		16,200			6,400			22,600			
NEWS	E		11,955	73.80		2,046	31.97		14,001	14,220	14,088
RED DEER (CEN. DIV. 8)		20,400			47,200			67,600			
ADVOCATE	E		14,296	70.08		9,055	19.18		23,351	23,459	22,912
BRITISH COLUMBIA											
CRANBROOK (EAST KOOTENAY RD)		6,500			15,800			22,300			
TOWNSMAN	E (M-F)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
FORT ST. JOHN (PEACE RIVER-LIARD RD)		4,600			2,100			6,700			
ALASKA HIGHWAY NEWS	E (M-F)			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE							

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

BRITISH COLUMBIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
KAMLOOPS (THOMPSON-NICOLA RD)		22,600			13,900			36,500			
NEWS	E (M-F)		18,346	81.18		2,850	20.50		21,196	21,387*	21,708*
KELOWNA (CENTRAL OKANAGAN RD)		18,800			16,500			35,300			
COURIER	E		13,899	73.93		2,186	13.25		16,085	16,274*	16,550*
NANAIMO (NANAIMO RD)		19,100			31,400			50,500			
FREE PRESS	E		8,112	42.47		1,434	4.57		9,546	9,641*	8,995*
NELSON (CENTRAL KOOTENAY RD)		3,800			19,900			23,700			
NEWS	M (M-F)		2,737	72.03		2,823	14.19		5,560	5,896	6,230
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,700			13,000			23,700			
HERALD	E (M-F)		6,388	59.70		1,595	12.27		7,983	8,112*	8,189*
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)		6,800			4,200			11,000			
VALLEY TIMES	E (M-F)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PRINCE GEORGE (FRASER-FORT GEORGE RD)		22,800			21,200			44,000			
CITIZEN	E		18,623	81.68		3,181	15.00		21,804	22,154	23,182
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,900			2,000			7,900			
NEWS	E (M-F)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRAIL (KOOTENAY BOUNDARY RD)		4,400			10,900			15,300			
TIMES	E (M-F)		3,226	73.32		2,807	25.75		6,033	6,190	6,301
VANCOUVER (GREATER VANCOUVER RD)		350,600			245,800			596,400			
PROVINCE	M (M-F)		86,169	24.58		54,082	22.00		140,251	170,600	162,154
PROVINCE	SUN		103,485	29.52		70,733	28.78		174,218	215,258	202,841
SUN	E (M-TH)		142,849	40.74		72,496	29.49		215,345	236,190	240,907
SUN	FRI E		173,275	49.42		87,186	35.47		260,461	287,228	287,115
SUN	SAT E		163,044	46.50		88,212	35.89		251,256	285,478	288,321
VERNON (NORTH OKANAGAN RD)		11,600			20,300			31,900			
NEWS	E		7,133	61.49		1,197	5.90		8,330	8,496*	8,629*
VICTORIA (CAPITAL RD)		105,400#			61,100			166,500			
TIMES-COLONIST	ALL DAY	#	63,674	60.41		10,748	17.59		74,422	77,425	75,485
TIMES-COLONIST	SUN	#	61,426	58.28		10,637	17.41		72,063	75,282	72,758

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#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

MANITOBA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
BRANDON (CEN. DIV. 7)		14,500			27,700			42,200			
SUN	E (M-TH & SAT)		11,543	79.61		6,773	24.45		18,316	18,807	18,882
SUN	FRI E		12,400	85.52		9,751	35.20		22,151	22,725	22,433
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,100			4,400			9,500			
GRAPHIC	E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WINNIPEG (CEN. DIV. 11)		242,800#			67,700			310,500			
FREE PRESS	E (M-F)	#	138,611	57.09		21,706	32.06		160,317	176,122	179,949
FREE PRESS	SAT E	#	176,214	72.58		38,360	56.66		214,574	241,033	244,452
FREE PRESS	SUN	#	120,721	49.72		18,247	26.95		138,968	152,029	
WINNIPEG (CEN. DIV. 11)		240,500#						240,500			
SUN	M (M-F)	#	38,541	16.03					38,541	43,412	40,516
SUN	SUN	#	46,447	19.31					46,447	52,075	56,167
NEW BRUNSWICK											
FREDERICTON (YORK CO.)		17,900			24,200			42,100			
GLEANER	E		16,108	89.99		11,018	45.53		27,126	28,135	27,947
MONCTON (WESTMORLAND CO.)		27,700			72,300			100,000			
TIMES-TRANSCRIPT	E		24,934	90.01		18,446	25.51		43,380	45,805	45,564
SAINT JOHN (SAINT JOHN CO.)		29,300			211,100			240,400			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY		25,611	87.41		39,000	18.47		64,611	65,207	66,187
TELEGRAPH-JOURNAL	M (M-F)		3,455	11.79		28,870	13.68		32,325	32,727	33,365
TIMES-GLOBE	E (M-F)		22,156	75.62		10,130	4.80		32,286	32,480	32,822
TELEGRAPH-JOURNAL	SAT M		22,815	77.87		39,815	18.86		62,630	63,264	64,654
NEWFOUNDLAND											
CORNER BROOK (CEN. DIV. 5)		7,000			17,600			24,600			
WESTERN STAR	E		5,017	71.67		5,162	29.33		10,179	11,123	10,887
ST. JOHN'S (CEN. DIV. 1)		25,000			142,400			167,400			
TELEGRAM	E (M-F)		21,833	87.33		17,387	12.21		39,220	39,436	38,832
TELEGRAM	WKND		24,576	98.30		29,692	20.85		54,268	54,889	53,781

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#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

NOVA SCOTIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
AMHERST (CUMBERLAND CO.)											
NEWS	M (M-F)	3,600	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		12,300			15,900			
HALIFAX (HALIFAX CO.)		81,100			172,800			253,900			
CHRONICLE-HERALD, MAIL-STAR	CMB DLY		61,077	75.31		68,185	39.46		129,262	139,615	137,348
CHRONICLE-HERALD	M		14,606	18.01		55,401	32.06		70,007	80,187	78,759
MAIL-STAR	E		46,471	57.30		12,784	7.40		59,255	59,428	58,589
HALIFAX (HALIFAX CO.)		110,200#						110,200			
THE DAILY NEWS	M	#	18,979	17.22					18,979	19,856	18,649
NEW GLASGOW (PICTOU CO.)		8,300			9,300			17,600			
NEWS	E		7,255	87.41		3,317	35.67		10,572	11,063	11,282
SYDNEY (CAPE BRETON CO.)		12,300			41,800			54,100			
POST	E		11,933	97.02		19,327	46.24		31,260	31,648	31,676
TRURO (COLCHESTER CO.)		7,000			14,800			21,800			
NEWS	E		5,012	71.60		3,476	23.49		8,488	8,638	8,654
ONTARIO											
BARRIE (SIMCOE CO.)		16,100			25,900			42,000			
EXAMINER	E		9,792	60.82		3,482	13.44		13,274	13,412	13,169
BELLEVILLE (HASTINGS CO.)		14,700			41,300			56,000			
INTELLIGENCER	E		10,448	71.07		6,868	16.63		17,316	17,512	17,471
BRAMPTON (PEEL RM)		63,000			9,300			72,300			
TIMES	E		5,943	9.43		231	2.48		6,174	6,229	6,262
BRANTFORD (BRANT CO.)		27,900			40,900			68,800			
EXPOSITOR	E		21,672	77.68		10,249	25.06		31,921	32,493*	32,550*
BROCKVILLE (LEEDS CO.)		8,300			21,400			29,700			
RECORDER & TIMES	E		7,214	86.92		7,428	34.71		14,642	15,055	14,709
CAMBRIDGE (WATERLOO RM)		27,900			4,500			32,400			
REPORTER	E		12,908	46.27		837	18.60		13,745	13,833*	13,315*
CHATHAM (KENT CO.)		14,900			25,000			39,900			
NEWS	E		10,502	70.48		5,015	20.06		15,517	15,675*	15,763*

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*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
COBOURG (NORTHUMBERLAND CO.)											
STAR	E (M-F)	4,600	3,338	72.57	5,500	1,676	30.47	10,100	5,014	5,172	5,162
CORNWALL (STORMONT CO.)											
STANDARD-FREEHOLDER	E	18,100	12,555	69.36	12,600	3,799	30.15	30,700	16,354	17,137	17,050
GUELPH (WELLINGTON CO.)											
MERCURY	E	28,500	15,590	54.70	24,500	2,946	12.02	53,000	18,536	18,681*	18,024*
HAMILTON (HAMILTON-WENTWORTH RM)											
SPECTATOR	E	174,700	114,648	65.63	105,000	25,778	24.55	279,700	140,426	142,606*	144,091*
KENORA (KENORA DIST.)											
MINER & NEWS	E (M-F)	3,600	3,696	102.67	3,500	772	22.06	7,100	4,468	4,686	4,724
KINGSTON (FRONTENAC CO.)											
WHIG-STANDARD	E	50,600#	#		11,900	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		62,500			
KIRKLAND LAKE (TIMISKAMING DIST.)											
NORTHERN NEWS	E	4,900	3,297	67.29	10,900	2,244	20.59	15,800	5,541	5,720	5,958
KITCHENER-WATERLOO (WATERLOO RM)											
RECORD	E	75,200	50,375	66.99	45,600	17,394	38.14	120,800	67,769	78,709*	77,046*
LINDSAY (VICTORIA CO.)											
POST	E (M-F)	6,000			16,100	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		22,100			
POST	TH E					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME					
LONDON (MIDDLESEX CO.)											
FREE PRESS	M	109,900	66,422	60.44	206,700	59,753	28.91	316,600	126,175	128,695	129,469
NIAGARA FALLS (NIAGARA RM)											
REVIEW	E	27,600	17,242	62.47	13,600	3,351	24.64	41,200	20,593	20,777*	20,285*
NORTH BAY (NIPISSING DIST.)											
NUGGET	E	18,600	14,297	76.87	18,200	8,219	45.16	36,800	22,516	24,206	23,510
ORILLIA (SIMCOE CO.)											
PACKET & TIMES	E	8,900	6,695	75.22	12,500	2,953	23.62	21,400	9,648	9,820	9,789
OSHAWA-WHITBY (DURHAM RM)											
TIMES	E	61,900	20,804	33.61	45,500	2,059	4.53	107,400	22,863	22,994*	23,019*

●CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
OTTAWA (OTTAWA-CARLETON RM)		296,600#						296,600			
CITIZEN	ALL DAY (M-F)	#	148,889	50.20					148,889	188,851	189,448
CITIZEN	SAT M	#	188,736	63.63					188,736	243,912	240,826
OTTAWA (OTTAWA-CARLETON RM)		253,500			186,800			440,300			
LE DROIT	E (M-F)		28,013	11.05		13,005	6.96		41,018	41,760	43,976
LE DROIT	SAT E		32,449	12.80		14,606	7.82		47,055	47,883	49,487
OWEN SOUND (GREY CO.)		7,600			33,900			41,500			
SUN TIMES	E		6,931	91.20		13,848	40.85		20,779	22,113	21,729
PEMBROKE (RENFREW CO.)		5,800			16,800			22,600			
OBSERVER	E		4,073	70.22		2,859	17.02		6,932	7,043	7,214
PETERBOROUGH (PETERBOROUGH CO.)		24,000			27,100			51,100			
EXAMINER	E		16,891	70.38		7,114	26.25		24,005	24,674*	24,542*
PORT HOPE (NORTHUMBERLAND CO.)		4,200			1,200			5,400			
GUIDE	E (M-F)		3,017	71.83		422	35.17		3,439	3,511	3,426
ST. CATHARINES (NIAGARA RM)		48,800			15,400			64,200			
STANDARD	E		34,543	70.78		6,082	39.49		40,625	42,768*	42,470*
ST. THOMAS (ELGIN CO.)		11,500			14,200			25,700			
TIMES-JOURNAL	E		6,995	60.83		2,737	19.27		9,732	9,819*	9,975*
SARNIA (LAMBTON CO.)		29,900			19,800			49,700			
OBSERVER	E		20,058	67.08		3,837	19.38		23,895	24,006	23,687
SAULT STE. MARIE (ALGOMA DIST.)		27,600			6,600			34,200			
STAR	E		21,585	78.21		4,393	66.56		25,978	26,505	26,405
SIMCOE (HALDIMAND-NORFOLK RM)		5,200			16,500			21,700			
REFORMER	E (M-F)		4,135	79.52		5,457	33.07		9,592	9,862	9,766
STRATFORD (PERTH CO.)		10,000			11,300			21,300			
BEACON-HERALD	E		8,259	82.59		4,479	39.64		12,738	13,212*	12,965*
SUDBURY (SUDBURY RM)		51,700#			22,000			73,700			
STAR	E	#	24,699	47.77		3,018	13.72		27,717	27,989	26,355

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#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
THUNDER BAY (THUNDER BAY DIST.)		40,100			19,300			59,400			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY		30,502	76.06		5,890	30.52		36,392	37,660	37,586
TIMES-NEWS	M		2,574	6.42		5,478	28.38		8,052	9,099	9,126
CHRONICLE-JOURNAL	E		27,928	69.65		412	2.13		28,340	28,561	28,460
TIMMINS (COCHRANE DIST.)		16,300			5,600			21,900			
PRESS	E		10,535	64.63		1,427	25.48		11,962	13,288	13,840
TORONTO (TORONTO MM)		2,048,000#						2,048,000			
RACING FORM	MON M									3,776	5,101
RACING FORM	M (TU-F)									3,881	4,692
RACING FORM	SAT M									6,976	7,814
RACING FORM	SUN									7,346	7,594
STAR	ALL DAY (M-F)	#	466,954	22.80					466,954	522,171	519,154
STAR	SAT M	#	731,271	35.71					731,271	815,902	826,856
STAR	SUN	#	422,327	20.62					422,327	532,131	528,245
TORONTO (TORONTO MM)		1,291,700#						1,291,700			
SUN	M (M-F)	#	250,527	19.40					250,527	276,618	252,119
SUN	SUN	#	389,402	30.15					389,402	461,260	456,036
WELLAND-PORT COLBORNE (NIAGARA RM)		24,100			21,200			45,300			
TRIBUNE	E		14,051	58.30		2,380	11.23		16,431	16,844*	17,278*
WILLOWDALE (TORONTO MM)											
COMMERCIAL NEWS & CONSTRUCTION RECORD	M (M-F)									5,899	5,748
WINDSOR (ESSEX CO.)		78,600			58,800			137,400			
STAR	E		64,931	82.61		21,966	37.36		86,897	87,261	86,489
WOODSTOCK (OXFORD CO.)		9,900			17,000			26,900			
SENTINEL-REVIEW	E		6,106	61.68		3,248	19.11		9,354	9,441*	9,108*
PRINCE EDWARD ISLAND											
CHARLOTTETOWN (QUEENS CO.)		8,200			34,400			42,600			
GUARDIAN, PATRIOT	CMB DLY		10,727	130.82		12,156	35.34		22,883	23,312	23,283
GUARDIAN	M		6,903	84.18		10,343	30.07		17,246	17,645	17,533
PATRIOT	E		3,824	46.63		1,813	5.27		5,637	5,667	5,750

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*AVERAGES FOR 3 MONTHS

PRINCE EDWARD ISLAND		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
SUMMERSIDE (PRINCE CO.)		4,100			11,900			16,000			
JOURNAL-PIONEER	E		3,820	93.17		6,349	53.35		10,169	11,531	11,257
QUEBEC											
CHICOUTIMI (CHICOUTIMI CO.)		20,200			43,300			63,500			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M		9,905	49.03		15,478	35.75		25,383	31,584	32,271
PROGRES DIMANCHE	SUN		13,522	66.94		23,781	54.92		37,303	52,550	52,896
GRANBY (SHEFFORD CO.)		19,200			33,800			53,000			
LA VOIX DE L'EST	M		9,065	47.21		5,942	17.58		15,007	15,535	13,749
MONTREAL (ILE DE MONTREAL CO.)		957,500			412,000			1,369,500			
GAZETTE	M (M-F)		164,883	17.22		18,311	4.44		183,194	199,431	198,559
GAZETTE	SAT M		215,644	22.52		32,591	7.91		248,235	273,444	272,498
MONTREAL (ILE DE MONTREAL CO.)		1,226,500#			143,000			1,369,500			
LA PRESSE	M (M-F)	#	164,510	13.41		11,711	8.19		176,221	202,440	201,721
LA PRESSE	SAT M	#	253,784	20.69		22,739	15.90		276,523	323,170	313,954
LA PRESSE	SUN	#	126,043	10.28		10,968	7.67		137,011	159,862	136,851
MONTREAL (ILE DE MONTREAL CO.)		1,126,800#			242,700			1,369,500			
LE DEVOIR	M (M-F)	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE DEVOIR	SAT M	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE JOURNAL	M (M-F)	#	229,798	20.39		49,951	20.58		279,749	327,074	320,886
LE JOURNAL	SAT M	#	247,044	21.92		65,027	26.79		312,071	369,452	357,286
LE JOURNAL	SUN	#	220,726	19.59		59,351	24.45		280,077	342,435	318,193
QUEBEC (QUEBEC CO.)		211,800#			47,700			259,500			
LE JOURNAL	M (M-F)	#	61,351	28.97		9,952	20.86		71,303	108,096	105,791
LE JOURNAL	SAT M	#	61,680	29.12		11,424	23.95		73,104	111,559	106,678
LE JOURNAL	SUN	#	52,739	24.90		9,236	19.36		61,975	93,779	86,401
QUEBEC (QUEBEC CO.)		203,000#			56,500			259,500			
LE SOLEIL	M (M-F)	#	74,982	36.94		11,973	21.19		86,955	117,881	122,374
LE SOLEIL	SAT M	#	95,724	47.15		13,903	24.61		109,627	143,989	144,889
LE SOLEIL	SUN	#	57,585	28.37		9,176	16.24		66,761	92,470	95,794×

×FOR PERIOD OCTOBER 14, 1984 TO MARCH 31, 1985.
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*AVERAGES FOR 3 MONTHS

QUEBEC		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/86	TOTAL CIRCULATION AS OF 3/31/85
SHERBROOKE (SHERBROOKE CO.)		34,200			71,900			106,100			
LA TRIBUNE	M (M-F)		21,218	62.04		15,309	21.29		36,527	41,529	41,218
LA TRIBUNE	SAT M		24,782	72.46		16,659	23.17		41,441	46,551	45,874
RECORD	E (M-F)		1,908	5.58		3,204	4.46		5,112	6,323	6,416
TROIS RIVIERES (ST. MAURICE CO.)		75,300#						75,300			
LE NOUVELLISTE	M	#	42,418	56.33					42,418	56,008	54,529
SASKATCHEWAN											
MOOSE JAW (CEN. DIV. 7)		13,900			8,200			22,100			
TIMES-HERALD	E		8,835	63.56		592	7.22		9,427	9,571	9,991
PRINCE ALBERT (CEN. DIV. 15)		12,100			25,900			38,000			
HERALD	E		7,845	64.83		1,440	5.56		9,285	9,470	9,955
REGINA (CEN. DIV. 6)		65,000#			126,100			191,100			
LEADER-POST	E	#	46,555	71.62		25,417	20.16		71,972	72,657	72,441
SASKATOON (CEN. DIV. 11)		69,000#			29,800			98,800			
STAR-PHOENIX	E	#	43,676	63.30		7,701	25.84		51,377	63,297	61,180

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*AVERAGES FOR 3 MONTHS

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NEW YORK: 420 LEXINGTON AVENUE,
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